

Kiplinger's Personal Finance Mailing List

Kiplinger's Personal Finance magazine is the most trustworthy source of advice and guidance available on managing your money and achieving financial security. Every issue helps readers make more profitable decisions for their investments, major purchases and expenses, taxes, retirement and all other aspects of personal finance.

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SEGMENTS	COUNTS THROUGH 03/27/2019	POPULARITY:
450,207 TOTAL UNIVERSE / BASE RATE	\$145.00/M	100 BUSINESS AND CONSUMER
160,254 LAST 6 MONTH HOTLINE	+ \$12.00/M	
88,531 LAST 3 MONTH HOTLINE	+ \$16.00/M	
10,880 LAST 1 MONTH HOTLINE	+ \$20.00/M	
32,608 ACTIVE BUSINESS SUBSCRIBERS	+ \$15.00/M	
82,690 ACTIVE FEMALE SUBSCRIBERS	+ \$8.00/M	
16,143 CHANGE OF ADDRESS	+ \$20.00/M	
131,406 LAST 12 MONTH EXPIRES	\$100.00/M	
FINANCIAL RATE	\$170.00/M	
FINANCIAL MAILER NON RECIPROCAL FEE	+ \$15.00/M	
CATALOG RATE	\$85.00/M	
FUNDRAISER RATE	\$75.00/M	
DESCRIPTION		SELECTS
Kiplinger subscribers are comprised of Financial Savvy; Business Professionals; and Affluent Consumers. They look to the magazine for sound financial advise, investment tips, money matters for both personal business and family decisions, and "smart living" (travel, high end purchases, tech innovations, home and career). Every issue is packed from soup to nuts on everything from practical investing to bargain travel guides, smart buying and philanthropic donations.		1 MONTH HOTLINE \$20.00/M 12 MONTH HOTLINE \$8.00/M 3 MONTH HOTLINE \$16.00/M 6 MONTH HOTLINE \$12.00/M BUSINESS ADDRESS \$15.00/M CHANGE OF ADDRESS \$20.00/M GENDER/SEX \$10.00/M GEO SELECT \$10.00/M HOME ADDRESS \$8.00/M PAID \$10.00/M RENEWALS \$11.00/M SCF \$10.00/M SOURCE \$11.00/M STATE \$10.00/M ZIP \$10.00/M
Personal Finance readers are generous to various NonProfit charities in every market sector including Health/Disease, Social/Humanitarian, Animal Welfare, Environmental and Societal Benefit. Subscribers are passionate about multiple causes and have the discretionary income available to make every dollar count where needed!		ADDRESSING
In 1947, Kiplinger's created the nation's first personal finance magazine, which remains dedicated to delivering sound, unbiased,		KEY CODING \$3.00/M EMAIL \$75.00/F FTP \$75.00/F ZIP TAPE \$30.00/F
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